

## 榮任萬寶龍文化基金會第三任主席 朗朗奏出文化藝術韻味

今年年初，萬寶龍在中國油畫院舉行新聞發布會，宣布傑出青年鋼琴家朗朗出任新一屆的萬寶龍文化基金會主席。往屆評委和獲獎人的代表如楊瀾和李景漢等都在百忙之中撥冗出席是次盛會，以表衷心支持對藝術文化發展的推動。發布會期間當然少不了朗朗的精湛鋼琴技藝表演，還有陽光文化基金的青少年芭蕾舞團助陣，令整個活動高潮迭起，藝術氛圍濃厚極致。

萬寶龍文化基金會於1992年成立，為目前世界上唯一備受公認的文化藝術贊助大獎。基金會最具影響力的項目之一——“萬寶龍國際藝術贊助大獎”的設立便是為了表揚致力推動文化藝術發展而無私奉獻的傑出人士。本年度大獎會由來自11個國家的33位知名藝術工作者擔任評選，得獎者所獲得的15,000歐元獎金將轉贈其指定的文化藝術組織或文化發展計劃之用，當中10名得獎者更可獲贈萬寶龍“藝術贊助人系列”純金限量版墨水筆。

從第二任主席萬寶龍國際公司前任執行總經理韓悟夫先生手上接受這個重任，25歲的著名鋼琴家朗朗對萬寶龍的文化承諾深表感動，他說：“擔任第三任主席，可謂任重而道遠，尤其是自己還非常年輕，很多方面也欠缺經驗；感謝各界的幫忙與合作，展望繼續攜手推動文化藝術的興盛發展。”

## Lang Lang as third Chairman of the Montblanc Cultural Foundation Propagating the influence of culture and art

Montblanc held a press conference at the China Painting Academy to announce that the internationally acclaimed young pianist Mr. Lang Lang is to be the new Chairman of the Montblanc Cultural Foundation in the beginning of the year. Past Montblanc foundation award winners and jury members, including Ms Yang Lan and Mr. Handel Lee attended the distinguished meeting to show their respect for efforts in the development of art and culture. The solo piano performance by Mr. Lang Lang and the dance performance by the Sun Foundation Ballet Troupe marvelously contributed to a rich artistic atmosphere during the press conference.



後排左三起：萬寶龍中國區執行董事王志強先生、萬寶龍亞太區主席及總裁詹兆安先生、萬寶龍國際公司首席執行官貝陸慈先生、萬寶龍國際品牌大使朗朗先生、2007萬寶龍國際藝術贊助大獎得獎者楊瀾女士和陽光文化基金的青少年。

From the third person on the left of the back row: Mr. Samuel Wong, Managing Director of Montblanc China, Mr. James Siano, President & CEO of Montblanc Asia Pacific, Mr. Lutz Bethge, CEO of Montblanc International, Mr. Lang Lang, Brand Ambassador of Montblanc and Chairman of the Montblanc Cultural Foundation, Ms Yang Lan, 2007 MDLC winner and the teenagers from Sun Foundation Ballet Troupe.



年輕有為的朗朗將為萬寶龍在文化藝術的領域上帶來新氣象。

The youthful and capable Lang Lang will provide Montblanc with a new perspective in the field of art and culture.



The Montblanc Cultural Foundation

was founded in 1992. Representing the only award of this kind that is recognized worldwide, “The Montblanc de la Culture Arts Patronage Award” embodies the essence of the Montblanc Cultural Foundation and is intended to pay tribute to those patrons who have provided support to artistic and cultural development. 33 worldwide renowned artists from 11 countries will be the international jury of this year. Each winner receives 15,000 euros as a donation to an art cause of his or her choice, as well as a solid gold Montblanc Limited Edition “Patron of Art” fountain pen specially designed for 10 winners of the Montblanc de la Culture Arts Patronage Award.

Succeeding the second Chairman of Montblanc Cultural Foundation, Mr. Wolff Heinrichsdorff, former Managing Director of Montblanc International GmbH, the 25-year-old world-famous pianist Lang Lang was very impressed by the extraordinarily strong cultural commitment that Montblanc displays throughout the world. He said, “It is an inspiring mission to be the third Chairman of the Montblanc Cultural Foundation. I have a long way to go and a lot to learn. I am very grateful for the help and support from everyone and look forward to working together with everyone to advance the prosperity of art and culture.”

朗朗與萬寶龍國際公司首席執行官貝陸慈先生手持“藝術贊助人系列”純金限量版墨水筆合照。

Lang Lang and Mr. Lutz Bethge, CEO of Montblanc International, holding solid gold Montblanc Limited Edition “Patron of Art” fountain pens.